

Ontario's Green Industry Strategy: A Summary



Ontario's Green Industry Strategy is designed to strengthen and advance the province's green industry sector — companies that offer goods or services to prevent pollution, protect or clean up the environment. The strategy is based on recommendations made to the Ontario Ministry of Environment and Energy by the Green Industry Ministerial Advisory Committee (GIMAC), a 16-member group representing industry, labor and the environmental community. The strategy was officially launched on November 15, 1994.

Long-term vision

An innovative and internationally competitive green industry sector in Ontario which offers high quality jobs and develops leading edge environmental solutions for domestic and export markets.

Objectives

- ✧ To stimulate the growth of the green industry sector, thereby creating new wealth and highly skilled, long-term jobs
- ✧ To enhance the competitiveness of all industries by promoting the use of green products and services
- ✧ To promote environmental protection, pollution prevention and resource conservation

Current status

There are thousands of successful firms in Ontario's green industry sector, most of them small and medium-sized. The four main subsectors are environmental protection, which is the largest, resource conservation and efficiency, pollution prevention and the 3Rs (waste reduction, reuse and recycling).

Sector's needs as identified by GIMAC

- ✧ Innovative Technology
- ✧ Export Markets
- ✧ Environmental regulations and guidelines
- ✧ Better access to financing
- ✧ Skills training

Major components of Ontario's Green Industry Strategy

1. Technology Development

- ✧ Stimulate innovation by involving green industries in regulation development by setting up a task force to examine performance-based environmental regulations
- ✧ Streamline government approvals of new technologies
- ✧ Provide continued support for research and development and commercialization

2. Business Development

- ✧ Expand local markets by linking suppliers to government retrofit programs (e.g. Home Green Ups)
- ✧ Investigate with industry and federal government, a certification system for green products and services
- ✧ Enhance investment in the sector
- ✧ Develop training strategies

3. Trade Promotion

- ✧ Access and disseminate information on export market opportunities
- ✧ Support export representatives in key growth regions
- ✧ Support formation of green industry consortia to penetrate overseas markets



Opportunities

Both the Canadian market for green products and services, currently valued at \$11 billion, and the world market, currently valued at \$300 billion, are expected to double by the year 2000. Key export markets for Ontario's green industry are the United States, Latin America and Asia.

The sector is already a significant employer in Ontario; the environmental protection subsector alone employs about 30,000 people. Growth in the sector is expected to increase the demand for a wide variety of professionals and skilled and semi-skilled workers.

Partnerships

The development and implementation of Ontario's Green Industry Strategy is a partnership effort involving green industry companies, the Ontario and federal governments, labor and Ontario communities.

Development and implementation of the Green Industry Strategy reflects the Ontario government's commitment to this new, high growth sector. It builds on a number of existing green industry initiatives, including: the Ontario Centre for Excellence in Technological Advancement (OCETA); Home Green Ups; Green Industry Analyses and Retrofits; the Green Workplace; and Build Green.

FOR MORE INFORMATION

To obtain copies of Ontario's Green Industry Strategy (PIBS #3219E) or the GIMAC Report (PIBS #3292E), contact:

Public Information Centre,
Ministry of Environment and Energy,
135 St. Clair Ave. W., Toronto, ON M4V 1P5.
Phone: (416) 323-4321 or
toll-free 1-800-565-4923.

